

Ascalon0x  
Research

# BITGET TOKEN (\$BGB)

THE NEXT \$BNB AND BITGET  
AS THE SECOND BINANCE

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HOLD /INVESTING IDEA

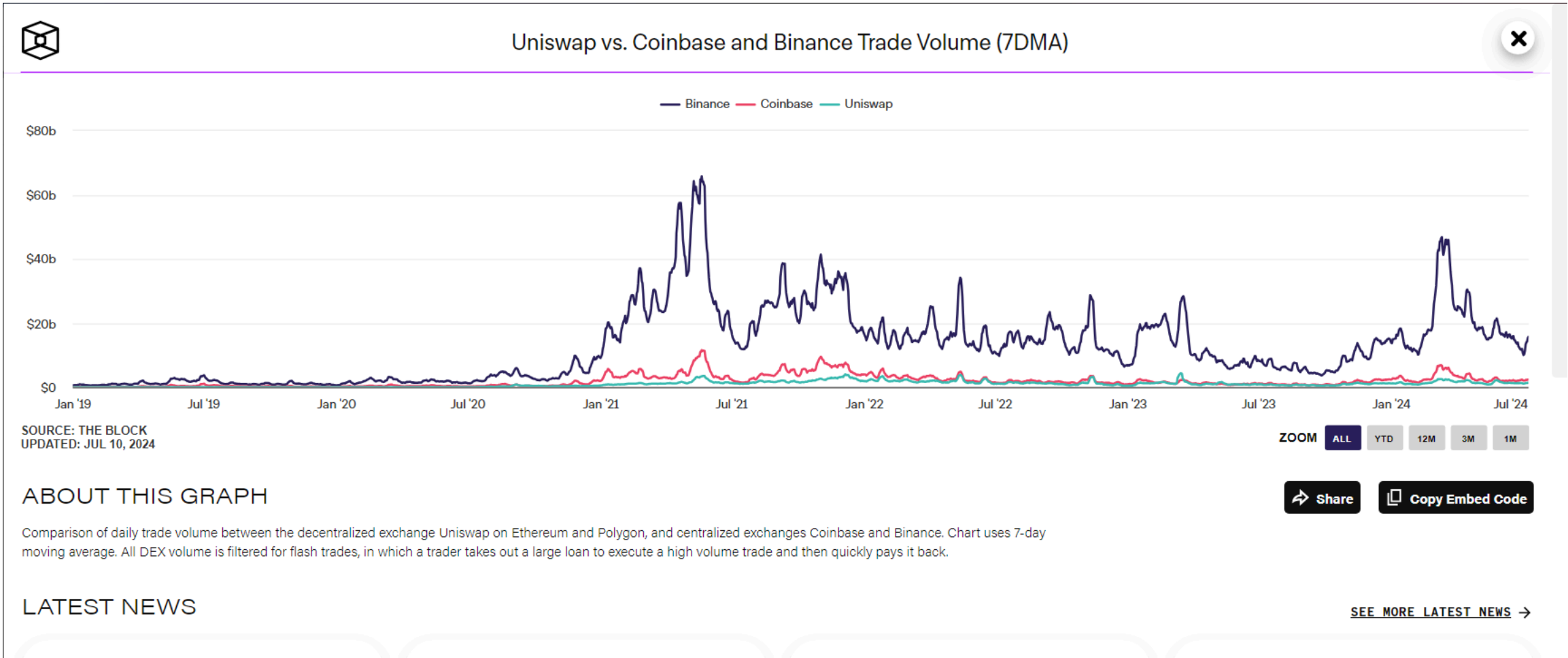


WHY \$BGB IS A POTENTIAL PROJECT FOR 2024-2025 BULL RUN

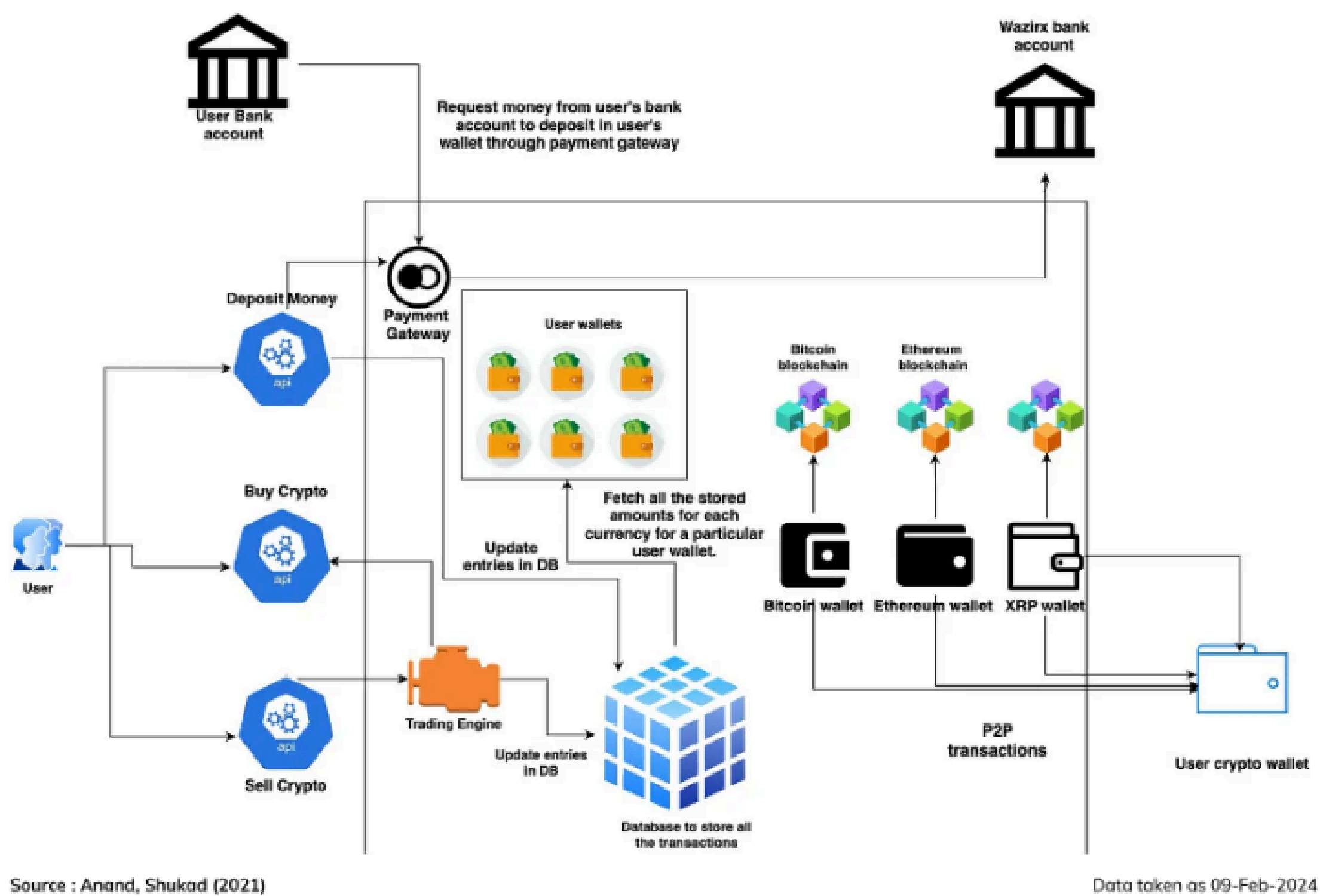
DEX and CEX Trading Volume Comparison

Centralized Exchanges (CEX) have proven to be crucial in introducing and educating the general public (retail investors) about cryptocurrency. The ease of interface and various "all-in-one-place" features are two factors that make CEX more preferred than Decentralized Exchanges (DEX). Besides the convenience of use, traders and investors tend to choose CEX over DEX due to liquidity reasons. On average, the 7-day trading volume of the world's largest CEX, Binance, reaches \$10 billion, whereas the largest DEX, Uniswap, only has an average 7-day trading volume of \$1 billion. This shows that CEX dominates nearly 90% of the crypto trading volume.

Given the significant potential for CEX growth, investing in CEX native tokens, which have various utilities such as trading, investing, staking, payment processing, and governance tokens, can be an attractive investment for the upcoming bull run. To identify which CEX native token might rise significantly, one must predict which CEX has the potential to become the next Binance, Kucoin, or Coinbase. Analyzing user growth, trading volume, product innovation, and adoption of new technologies can be some indicators to forecast the potential success of a CEX in the future.

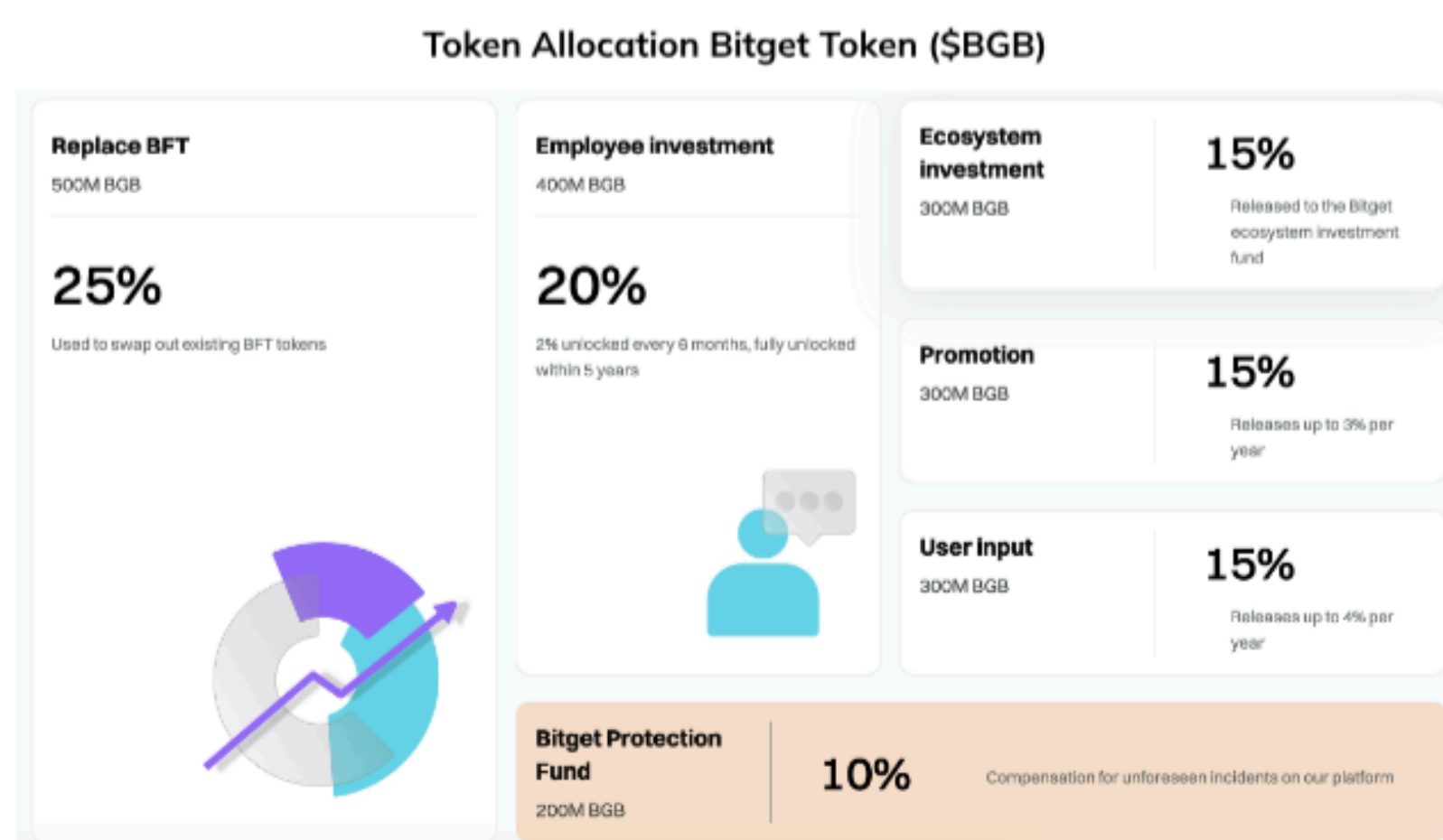






## Bitget and Bitget Token (\$BGB)

Observing the potential development of Centralized Exchanges (CEX), and considering the potential rotation from long-established CEXs (Binance, Coinbase, Kucoin) due to investor fatigue, Bitget emerges as a noteworthy CEX to consider. Founded in 2018, Bitget has continuously evolved as a centralized crypto trading platform, offering facilities and ease for users to transact. One of the advantages highlighted by Bitget is its quick response to high-value projects that are still "under the radar." This swift response has ultimately led to a significant increase in trading volume. In 2023, it was reported that Bitget's spot trading volume reached \$3.14 trillion, marking a 94% increase compared to the previous period. This indicates a potential worth considering for a newly developing CEX platform.













Source : Bitget

Data taken as 09-Feb-2024

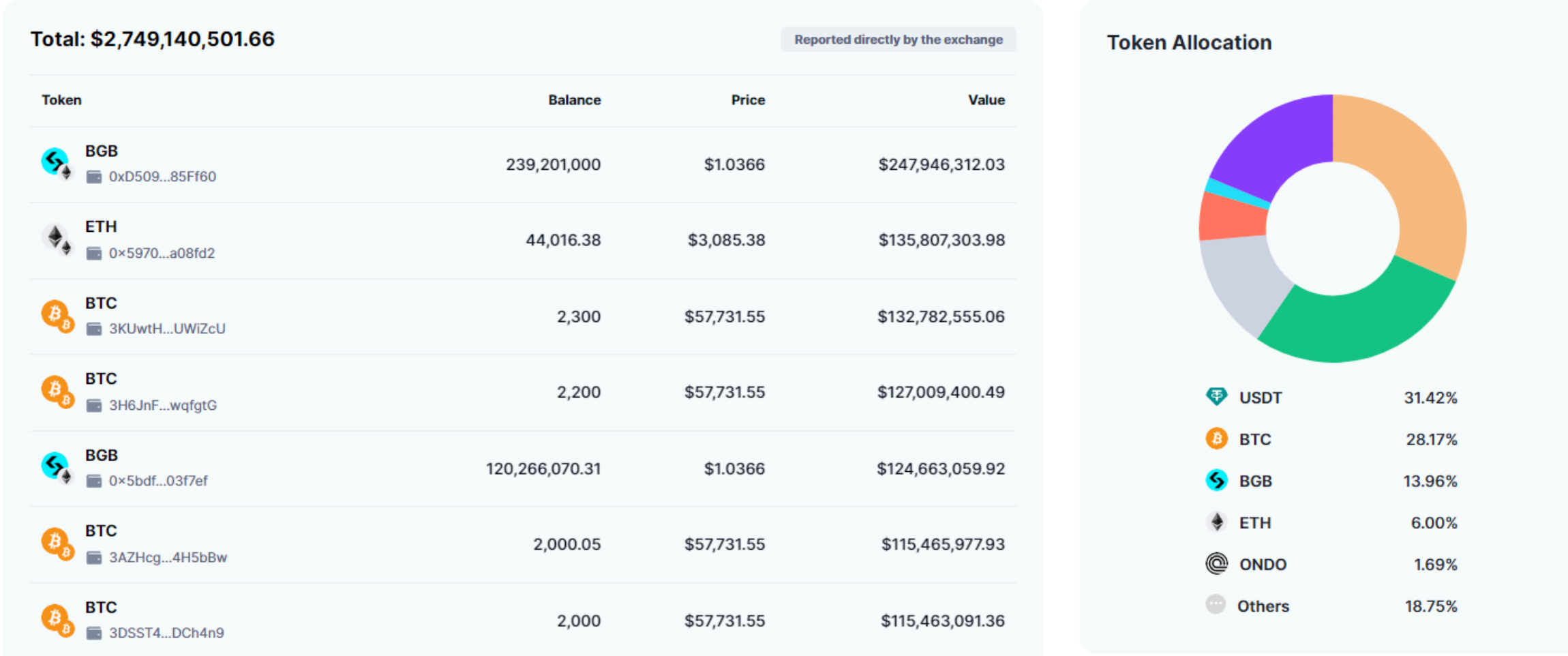
### Bitget Token (\$BGB) Market Stats

BGB MARKET STATS	
Price	\$0.65109
1H Change	-0.1%
24H Change	+2.62%
7 Day Change	+3.84%
30 Day Change	+3.89%
1 Year Change	+129.02%
All-Time High	\$0.70154
% From ATH	-7.25%
ATH Date	Dec 19, 2023

Source : Crypto Slate Data taken as 09-Feb-2024

# ▲	Name	Price	1h %	24h %	7d %	Market Cap ⓘ	Volume(24h) ⓘ	Circulating Supply ⓘ	Last 7 Days
☆ 4	 BNB BNB	\$525.42	▲0.56%	▲0.40%	▼2.73%	\$77,543,103,235	\$1,572,255,791 2,994,076 BNB	147,582,501 BNB	
☆ 18	 UNUS SED LEO LEO	\$5.70	▲0.10%	▼1.84%	▼0.95%	\$5,281,721,297	\$874,462 153,133 LEO	926,023,314 LEO	
☆ 37	 Cronos CRO	\$0.08456	▲0.13%	▼2.49%	▼3.53%	\$2,246,771,929	\$7,876,602 93,182,721 CRO	26,571,560,696 CRO	
☆ 39	 OKB OKB	\$36.89	▲0.41%	▲0.07%	▼10.45%	\$2,213,592,996	\$2,704,649 73,322 OKB	60,000,000 OKB	
☆ 54	 Bitget Token BGB	\$1.04	▲0.25%	▼0.82%	▼6.67%	\$1,452,058,914	\$26,176,108 25,265,664 BGB	1,400,000,000 BGB	

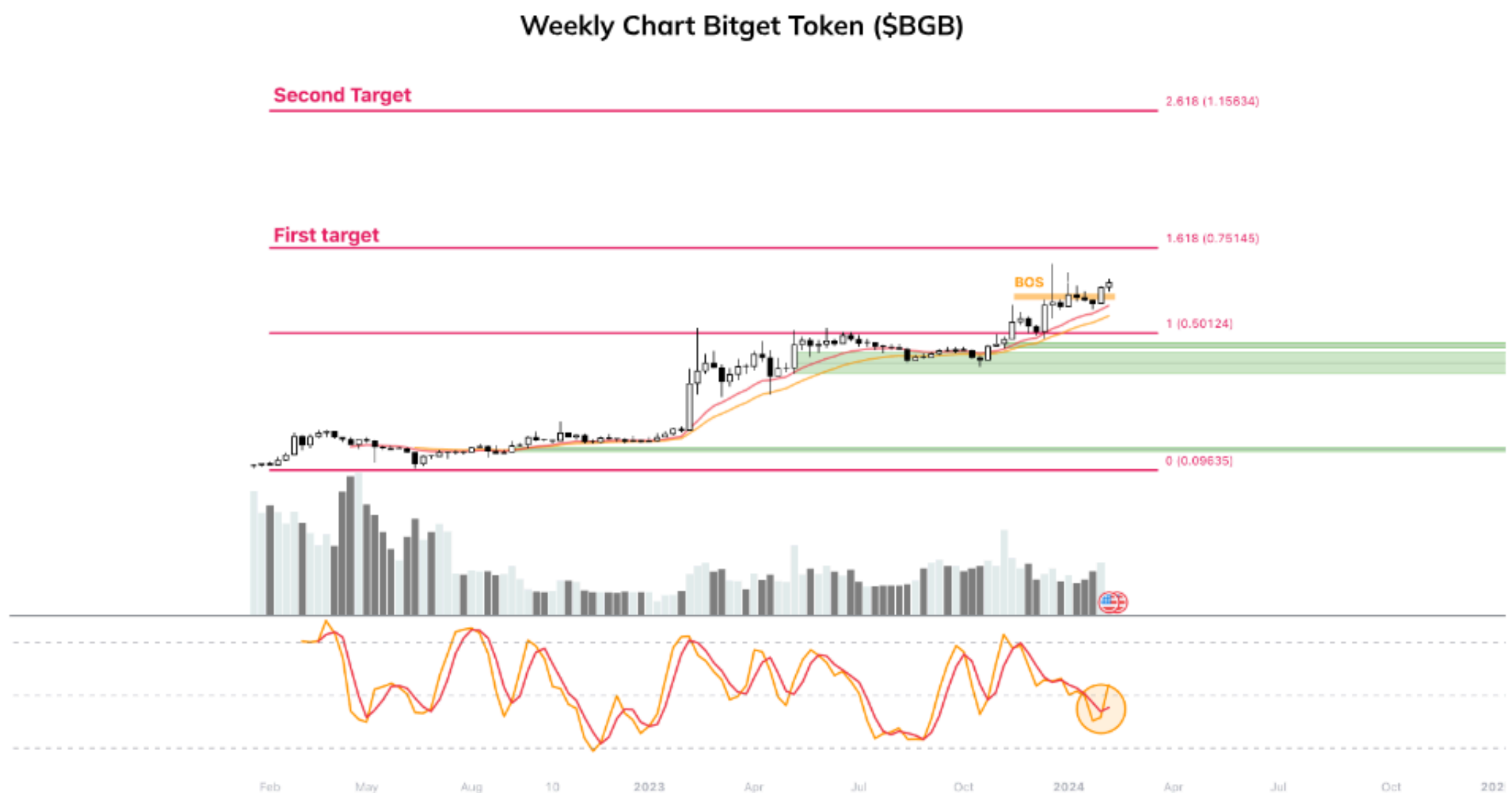
Source: CoinMarketCap



Source: CoinMarketCap

The continuously improving performance of Bitget as a CEX platform has also significantly impacted the rise of its native token, Bitget Token (\$BGB). In 2023, it was reported that \$BGB experienced an increase of approximately 220%, which is a significant rise compared to other CEX native tokens that tended not to increase. This substantial increase ultimately propelled \$BGB into rank 6th of top 10 CEX native tokens in Q1 2024 by CoinMarketCap and currently it is rank 5th in Q3. This significant achievement is also supported by solid fundamentals, as Bitget, the CEX issuing \$BGB, holds nearly \$400 million worth of \$BGB tokens, which is approximately 14% of Bitget's total assets . Currently, about 75% of \$BGB tokens are out of circulation, and Bitget plans to implement a token burning process to create a deflationary system, similar to \$BNB, where the price increase during 2020-2021 was driven by a burning mechanism that caused a supply shock, thus raising prices. Given these similarities, many internal parties and researchers believe that buying \$BGB now is akin to buying \$BNB in 2020.

Furthermore, Bitget is currently developing it's own chain (<https://www.coinspeaker.com/bitget-10m-ecosystem-fund-onchain/>). Assuming they are copying Binance, BGB token could be used as a utility token that allows users to receive discounts on transaction fees when trading on Bitget. If the venture is successful which is very likely, it will increase token utility therefore attracting users which is equal to increase in price.

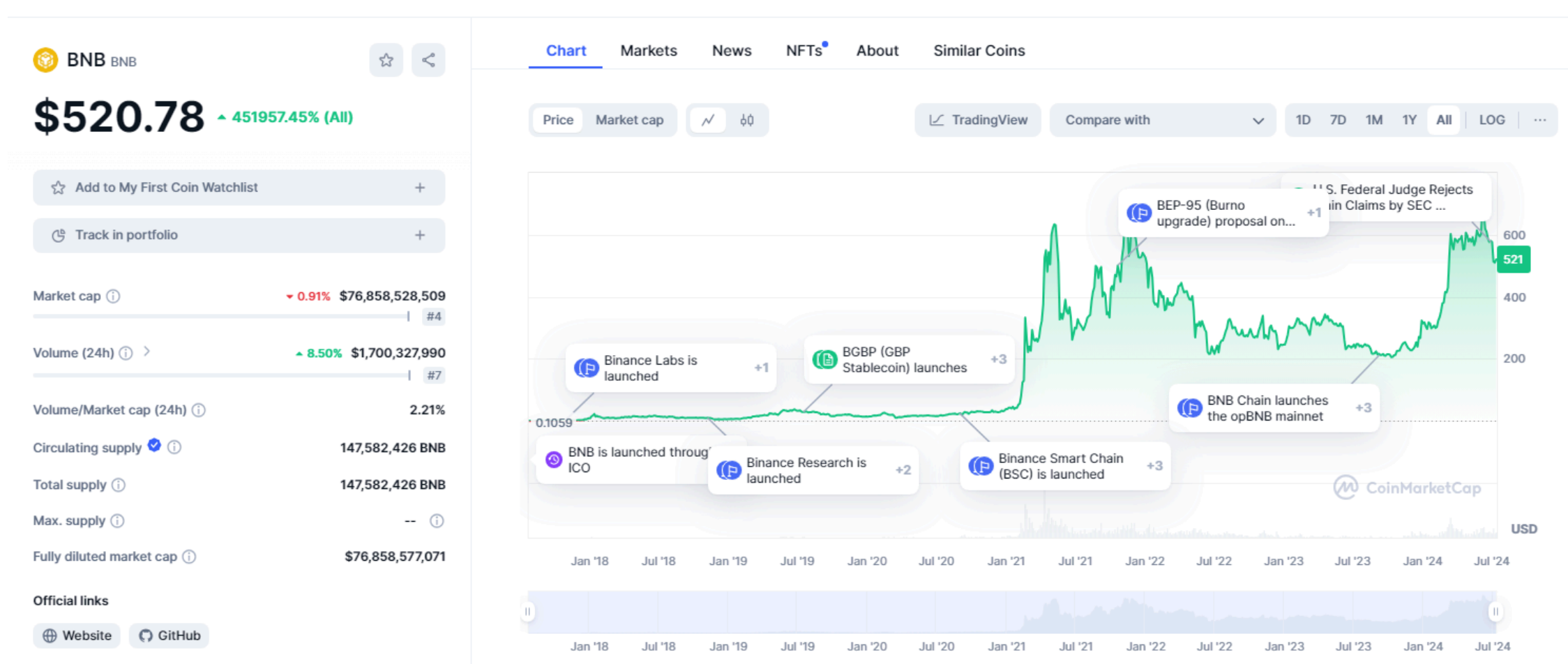


Source: TradingView

Data taken in 09-02-2024

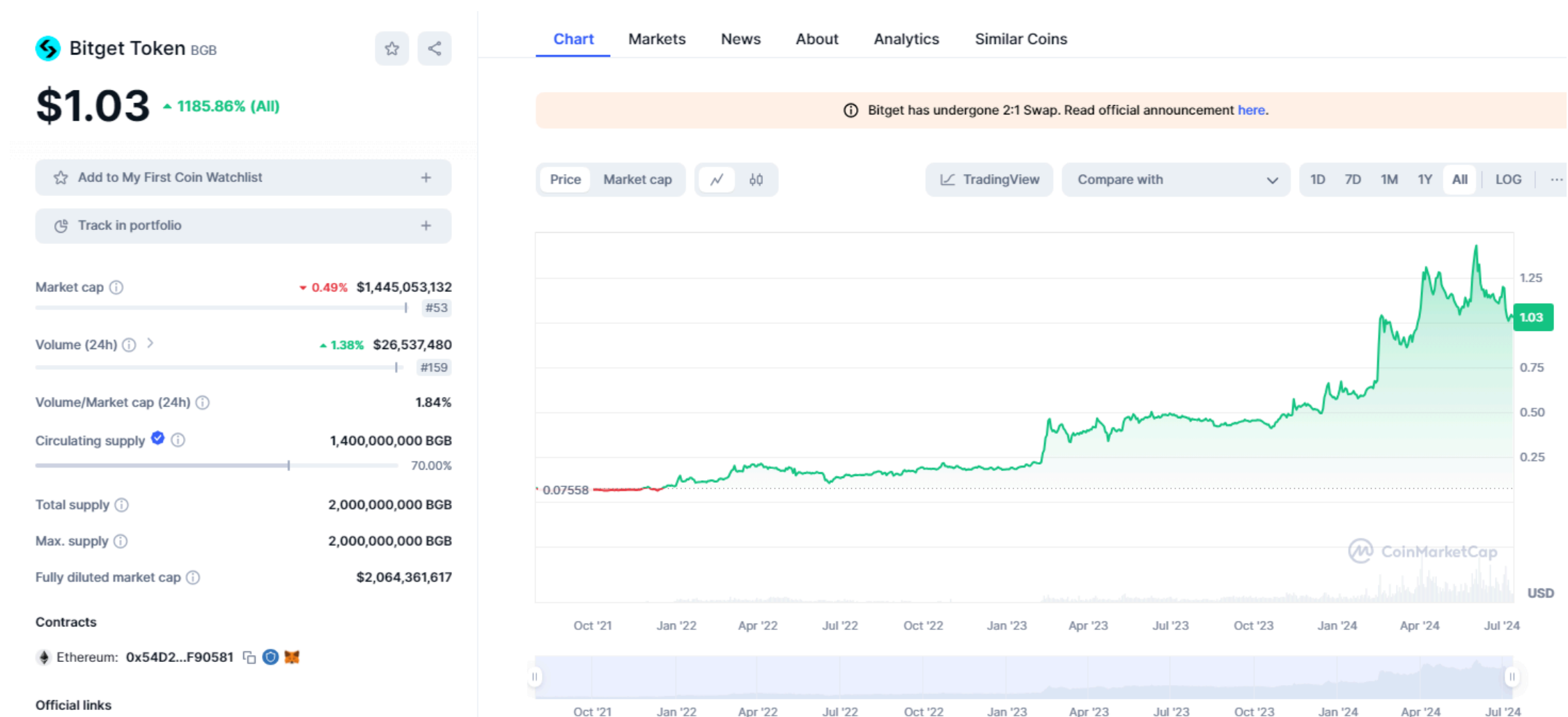
## Bitget and Bitget Token (\$BGB) Technical Overview

From the weekly chart as shown in the image above, it can be observed that the long-term outlook for Bitget Token (\$BGB) is bullish or has the potential to increase. The main trend indicator used, the exponential moving average, shows that \$BGB is above the EMA 13 and EMA 21, indicating a bullish trend. Additionally, in terms of market structure, there has been a Break of Structure (BOS) on the weekly chart after the price successfully closed above \$0.62. Oscillator indicators also show potential bullish momentum, as the stochastic crossed upwards, indicating potential price increases. Through Fibonacci extension levels, it is known that the first potential profit target at the 1.618 level is at \$0.75, and the second potential profit target at the 2.618 level is at \$1.15.



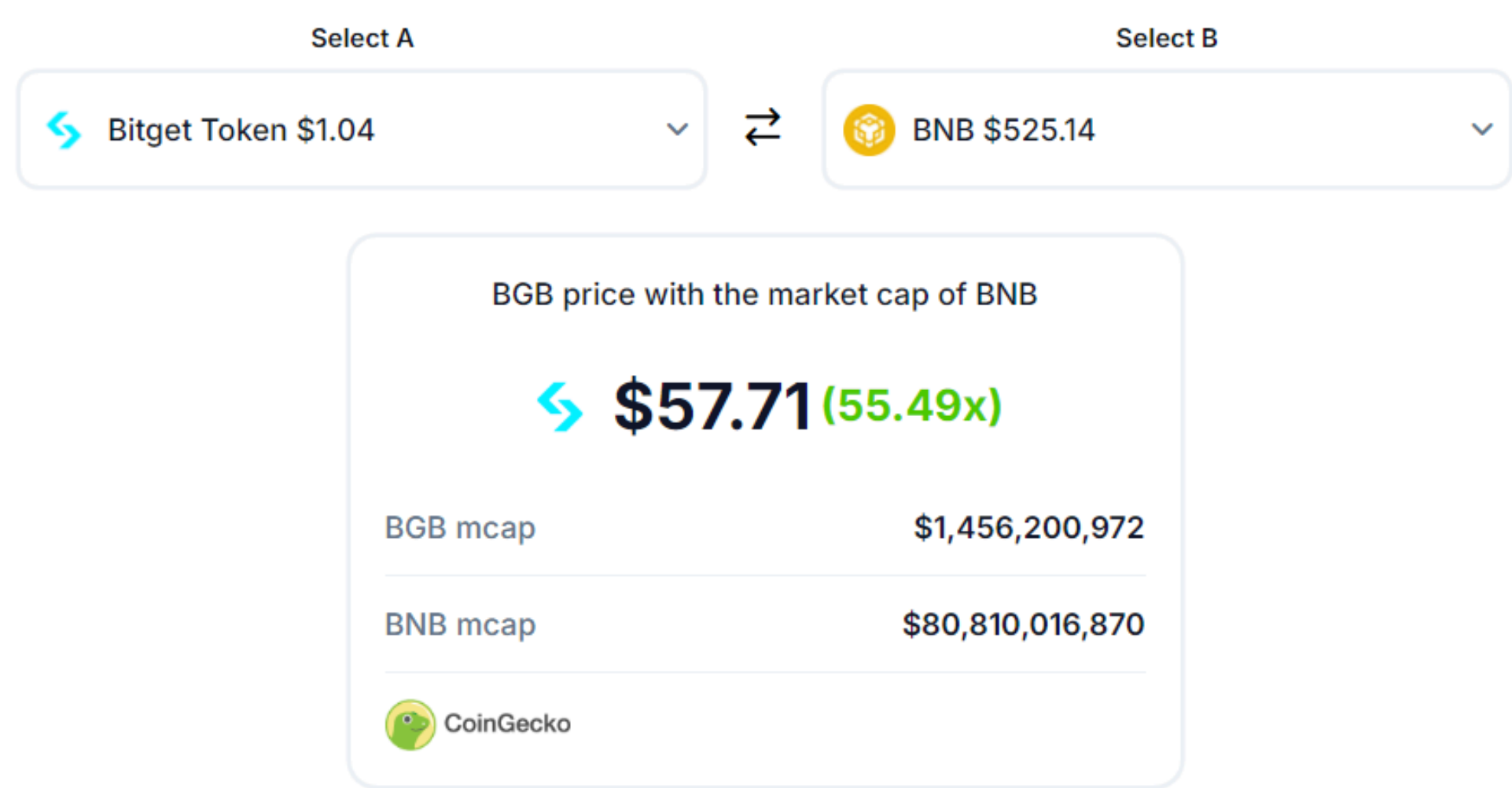
Source: CoinMarketCap





Source: CoinMarketCap

From a different perspective, if we compare \$BGB with the native token of one of the largest exchanges in the world, Binance (\$BNB), there are similarities in price action. From the period of August 2023 to February 2024, \$BNB experienced a price increase of approximately 33%, while \$BGB experienced a price increase of approximately 42%. Besides the similarity in price increase magnitude, \$BGB and \$BNB also have similar price action, indicating similar market participant enthusiasm and potential smart money behind the price increase. The market structure continuously creating new higher highs (HH) and higher lows (HL), along with exponential volume increases, shows strong bullish momentum to drive the price increase of \$BGB in the upcoming bull market. Currently, only three exchanges list \$BGB: Bitget, MEXC, and Bitfinex.



If more exchanges list \$BGB, the potential for an increase will become even greater. In terms of market capitalization, \$BGB is currently valued at \$900M, while \$BNB is valued at \$498B. This means that with the current coin supply, there is a potential increase of 5,400% if \$BGB can match \$BNB's valuation. Although this target seems overly optimistic, with a realistic view and the growth of the CEX sector in the upcoming bull run, \$BGB reaching 10% of \$BNB's valuation is very possible. With the induction of 10% of Binance users switching to Bitget or \$BNB investors starting to diversify their assets into \$BGB, there is potential for up to a fivefold (+500%) increase.